



OKLAHOMA LOTTERY COMMISSION

BRAND AND STYLE GUIDE

Rev. 2022

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The background of the slide features two stylized birds in flight, rendered in a light green color against a darker green background. The birds are positioned diagonally, with one bird in the upper left and the other in the lower right, both facing towards the right. Their wings are spread wide, and their bodies are simple, rounded shapes.

1.0 | OUR BRAND

1.1 | BEGINNINGS

The Oklahoma Lottery came to fruition on November 2, 2004 with the passing of the Oklahoma Education Lottery Act by a vote of the People of Oklahoma. From the beginning, the Lottery was designed to enhance our state's education funding by creating the Oklahoma Education Lottery Trust Fund. From there, profits from the Lottery are appropriated into school budgets by the State Legislation and allocated for use by District Administration. Since its inception, the Oklahoma Lottery has contributed over **\$1 BILLION** to Oklahoma Education. As we continue to grow sales we in turn increase the amount of money we contribute and Oklahoma students win.

A large, faint, light green silhouette of a bird in flight is positioned in the upper left background, spanning across the top of the slide. The bird is shown from the side, with its wings spread wide and its tail feathers visible.

2.0 | OUR LOGO

2.1 | PRIMARY LOGO

The primary logo consists of two key elements: the Scissortail Flycatcher, the official bird of the State of Oklahoma, and our State itself. They combine to form the eye-catching standard of the Oklahoma Lottery, which not only represents the great State of Oklahoma, but gives back to it as well.

Logo
Mark



The Oklahoma Lottery uses a color palette that represents the beauty of the State of Oklahoma. From the multiple blue tones of the wide-open skies that stretch from Idabelle to Guymon and from Miami to Altus, to the vibrant green of the Oklahoma plains, the colors represent the diverse majesty of our State.

Okie
Nights

Scissortail
Skies

Green
Fields

Windy
White

2.2 | PRIMARY LOGO FAMILY

VERTICAL VERSION

When using for consumer projects, only “Oklahoma Lottery” is necessary.



OKLAHOMA LOTTERY

TAGLINE VERSION

The tagline version should only be used for official state agency projects.



OKLAHOMA LOTTERY

BENEFITS OKLAHOMA EDUCATION

HORIZONTAL VERSION

Horizontal version should NOT be used for official state agency projects.



OKLAHOMA

LOTTERY

2.3 | PRIMARY LOGO FAMILY

HORIZONTAL VERSION

The bird must always be solid. Any color from the Primary color palette can be used for the horizontal version.



VERTICAL VERSION

The bird must always be solid. Any color from the Primary color palette can be used for the vertical version.



2.4 | ALTERNATE LOGO

The alternate logo also consists of the Scissortail Flycatcher adorned over the familiar—and easily remembered—abbreviation of the State: OK.



The alternate logo represents the radiant blues of the Oklahoma sky, visible in all its splendor throughout all four seasons.

Okie
Nights

Scissortail
Skies

Green
Fields

Windy
White

2.5 | ALTERNATE LOGO FAMILY

ONE-COLOR OUTLINE VERSION

The bird must always be solid. Any color from the OLC color palette can be used for the one-color version. *Logos using the alternate color palette must be approved prior to use.



TWO-COLOR OUTLINE VERSION

The bird must always be solid. It is permissible to use any combinations of two primary logo colors as long as the bird and "Oklahoma Lottery" are the same color. The alternate color palette cannot be used.



2.6 | ALTERNATE LOGO FAMILY

ONE-COLOR SOLID VERSION

Any color from the OLC color palette can be used upon approval. *Logos using the alternate color palette must be approved prior to use



TWO-COLOR SOLID VERSION

It is permissible to use any combinations of two primary logo colors as long as the bird and "Oklahoma Lottery" are the same color. The alternate color palette cannot be used.



2.7 | LOGO USAGE DON'TS



Scaling must always be proportionate to avoid stretching or condensing logo.



Drop shadow, reflection, and other graphic effects cannot be used with any format.



Logo cannot be used as part of a word or sentence.



Do not add graphic elements or words to the logo space.



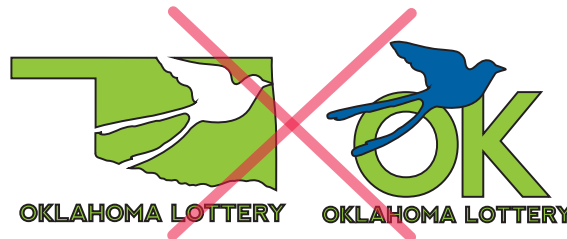
Do not alter the scale of the graphic or copy elements on either logo format.



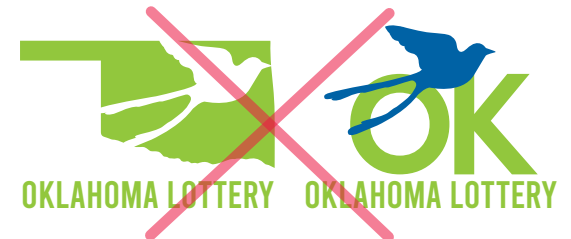
Do not alter the location or orientation of graphic or copy elements.



Do not use any colors other than the primary colors, and alternate colors (upon approval).



Do not place a stroke around either format of the logo.



Do not change the font to anything other than Nevis Bold.

The background of the slide features two stylized bird silhouettes in various shades of green. One bird is positioned in the upper left, facing right, while the other is larger and located in the upper right, also facing right. The silhouettes are composed of smooth, flowing shapes, giving them a modern, graphic appearance. The overall color palette is monochromatic, using different tones of green to create depth and contrast.

3.0 | COLOR PALETTE

3.1 | COLOR PALETTE

PRIMARY COLORS



Scissortail Skies

PMS – 106-16 U
RGB – 0, 99, 166
HEX – 0062A5
CMKY – 100, 52, 0, 13



Green Fields

PMS – 157-8 U
RGB – 146, 200, 62
HEX – 91C73D
CMKY – 48, 0, 100, 0



Okie Nights

PMS – 282 U
RGB – 4, 30, 66
HEX – 041E42
CMKY – 100, 72, 0, 73



Windy White

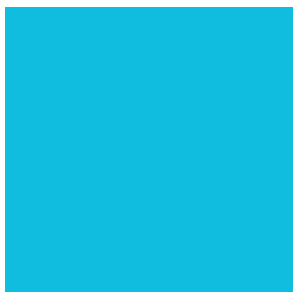
RGB – 255, 255, 255
HEX – FFFFFFFF
CMKY – 0, 0, 0, 0



Stormy Gray

PMS – Cool Gray 5 U
RGB – 167, 169, 171
HEX – A7A9AB
CMKY – 0, 0, 0, 40

ALTERNATE COLORS



Bison Blue

PMS – 306 C
RGB – 0, 184, 222
HEX – 00B8DE
CMKY – 72, 0, 10, 0



Prairie Paintbrush

PMS – 192 C
RGB – 213, 0, 50
HEX – D50032
CMKY – 0, 100, 72, 0



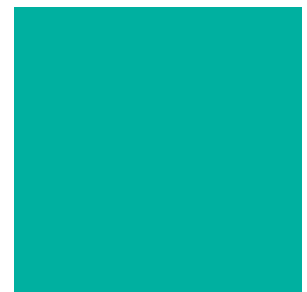
Waving Wheat

PMS – Medium Yellow C
RGB – 255, 205, 0
HEX – FFCD00
CMKY – 0, 14, 100, 0



Deep Blue

PMS – 662 C
RGB – 20, 27, 77
HEX – 141B4D
CMKY – 100, 100, 6, 60



Mountain Boomer

PMS – 326 C
RGB – 0, 173, 159
HEX – 00AD9F
CMKY – 88, 0, 48, 0

The background of the slide features a solid light green color with several darker green, semi-transparent silhouettes of birds in flight. The birds are positioned in the upper left and upper right areas, with their wings spread, creating a sense of movement across the frame.

4.0 | TYPOGRAPHY

4.1 | TYPOGRAPHY

Primary Fonts

Proxima Nova Bold
(OLC Word Mark)

The quick brown fox jumped
over the lazy dog.

0 1 2 3 4 5 6 7 8 9
. ? ! @ # \$ % &

Grange Heavy Condensed
(Winners & Social Media)

The quick brown fox jumped
over the lazy dog.

0 1 2 3 4 5 6 7 8 9
. ? ! @ # \$ % &

nevis Bold
(Headline)

The quick brown fox jumped
over the lazy dog.

0 1 2 3 4 5 6 7 8 9
. ? ! @ # \$ % &

Word Mark

Horizontal

OKLAHOMA LOTTERY

Vertical

**OKLAHOMA
LOTTERY**

Secondary Fonts

News Gothic MT
(Body)

The quick brown fox jumped
over the lazy dog.

0 1 2 3 4 5 6 7 8 9
. ? ! @ # \$ % &

Montserrat
(Website & Digital Media)

The quick brown fox jumped
over the lazy dog.

0 1 2 3 4 5 6 7 8 9
. ? ! @ # \$ % &

The background is a solid light green color. Overlaid on this are several stylized, semi-transparent bird silhouettes in a slightly darker shade of green. One bird is in the upper left, another larger one is in the upper right, and a third, elongated one is in the lower left. They appear to be in flight, moving towards the right.

5.0 | GAMES

5.1 | OK SCRATCHERS LOGO



COLORS



Green Plains

PMS – 157-8 U
RGB – 146, 200, 62
HEX – 91C73D
CMKY – 48, 0, 100, 0



Okie Nights

PMS – 282 U
RGB – 4, 30, 66
HEX – 041E42
CMKY – 100, 72, 0, 73

Scratchers are played by removing scratch-off coatings from the play area of tickets. There are various ways to win, including matching numbers, letters and/or symbols, revealing specific symbols or numbers, or otherwise satisfying the requirements listed in the game instructions. Scratchers contain instant win prizes.

5.2 | POWERBALL LOGO

OKLAHOMA



POWERPLAY

OKLAHOMA



OKLAHOMA



COLORS



Pantone Black
CMYK- 0, 0, 0, 100
RGB- 39, 37, 31
Hex- #27251F



Pantone 186
CMYK- 2, 100, 85, 6
RGB- 200, 16, 46
Hex- #C8102E

Powerball® is a multi-state draw game sold in 44 states, Washington, D.C., Puerto Rico and the U.S. Virgin Islands with drawings every Wednesday and Saturday. Five numbered balls are drawn from 1 to 69 and one "Powerball®" ball is drawn from 1 to 26. If a player's numbers match those that are drawn, the jackpot is won, which starts at \$20 million and grows until someone wins the jackpot.

Each Powerball® play is \$2. For an additional dollar, players can add the Power Play® option to multiply non-jackpot winnings by 2, 3, 4, 5 or 10 times. For Power Play®, the Match 5 prize tier is set at \$2 million.

Powerball® = One word with ® registered trademark symbol superscripted at the end

Power Play® = Two words with ® registered trademark symbol superscripted at the end

Easy Pick = Capitalized

5.3 | MEGA MILLIONS LOGOS



COLORS



Pantone 2738 C
CMYK- 100, 98, 10, 10
RGB- 6, 3, 141
Hex- #06038D



Pantone 109 C
CMYK- 2, 16, 99, 0
RGB- 255, 209, 0
Hex- #FFD100



Pantone 485 C
CMYK- 10, 96, 100, 1
RGB- 218, 41, 28
Hex- #DA291C



Pantone Cool Gray 7
CMYK- 44, 35, 34, 1
RGB- 151, 153, 155
Hex- #97999B

Mega Millions® is a multi-state draw game sold in 44 states, Washington, D.C., and the U.S. Virgin Islands with drawings every Tuesday and Friday. For Megaball®, five numbered balls are drawn from 1 to 70 and one numbered ball is drawn from 1 to 25. If a player's numbers match those that are drawn, the jackpot is won, which starts at \$20 million and grows until someone wins the jackpots.

Each Mega Millions® play is \$2. For an additional dollar, players can add the Megaplier® option to multiply non-jackpot winnings by 2, 3, 4, or 5 times.

Mega Millions® = Two words, both capitalized, with ® registered trademark symbol superscripted at the end

Megaplier® = One word with ® registered trademark symbol superscripted at the end.

Easy Pick = Capitalized

5.4 | LOTTO AMERICA LOGO



COLORS



Pantone 485 C
CMYK- 10, 96, 100, 1
RGB- 218, 41, 28
Hex- #DA291C



Pantone 2925 C
CMYK- 85, 21, 0, 0
RGB- 0, 156, 222
Hex- #009CDE



Pantone 285 C
CMYK- 90, 48, 0, 0
RGB- 0, 114, 206
Hex- #0072CE



Pantone 2905 C
CMYK- 45, 1, 0, 1
RGB- 141, 200, 232
Hex- #8DC8E8

Lotto America® is a multi-state draw game with drawings every Wednesday and Saturday. Five numbered balls are drawn from 1 to 52 and one Star Ball® number is drawn from 1 to 10. If a player's numbers match those that are drawn, the jackpot is won, which starts at \$2 million and grows until someone wins the jackpot.

Each Lotto America® play is \$1. For an additional dollar, players can add the All-Star Bonus Multiplier® option to multiply non-jackpot winnings by 2, 3, 4, or 5 times up to \$100,000.

Lotto America® = Capital "L" and "A" and ® registered trademark symbol superscripted

All-Star Bonus Multiplier® = Capital "A", "S", "B" and "M" with ® registered trademark symbol superscripted

Easy Pick = Capitalized

5.5 | LUCKY FOR LIFE LOGOS



COLORS



Pantone 356 C
CMYK- 96, 26, 100, 15
RGB- 0, 120, 51
Hex- #007833



Pantone 357 C
CMYK- 85, 40, 91, 39
RGB- 28, 86, 49
Hex- #1C5631



Pantone 350 C
CMYK- 79, 43, 83, 42
RGB- 43, 80, 52
Hex- #2B5034



Pantone 429 C
CMYK- 38, 27, 27, 0
RGB- 163, 169, 172
Hex- #A3A9AC



Pantone 430 C
CMYK- 54, 41, 38, 4
RGB- 124, 133, 140
Hex- #7C858C



Lucky for Life® is a multi-state draw game with drawings every Monday and Thursday. Each play is \$2. Five numbered balls are drawn from 1 to 48 and one Lucky Ball number is drawn from 1 to 18. If a player's numbers match those that are chosen, they win the top prize — \$1,000 a day for life. The second-level Lucky for Life® prize is \$25,000 a year for life.

Lucky for Life® = Capital "L"s with lowercase "f" and ® registered trademark symbol superscripted

THE GAME OF A LIFETIME® = Tagline should be capitalized with ® registered trademark symbol superscripted

5.6 | OKLAHOMA ONLY GAMES LOGOS



COLOR



Medium Yellow C
CMYK- 0, 14, 100, 0
RGB- 255, 205, 0
Hex- #FFCD00

Pick3 is an Oklahoma-only draw game terminal-generated game in which players select three numbers between 0 and 9 and can play the numbers straight (numbers in the exact order), box (numbers in any order), front pair (match the first two numbers as they are drawn) or back pair (match the last two numbers as they are drawn). Each Pick3 play is \$1. Drawings are conducted nightly after 9:00 p.m. CST.

Pick 3 = Capital "P"; include a space between the word "Pick" and the number "3"



COLOR



Pantone 268 C
CMYK- 84, 99, 0, 12
RGB- 75, 40, 132
Hex- #4B2883

Cash5 is an Oklahoma-only draw game terminal-generated draw game that is drawn nightly. Five numbers are drawn from 1 to 36; if all numbers match those that are chosen, the top prize of \$25,000 taxes paid is won. The top prize is a fixed amount. If other players also match all five numbers, all winners will win a top prize. If a situation arises where there are more than five (5) winners for a single drawing the winners will equally split a pretax total amount of \$200,000. Each play is \$1.

Cash 5 = Capital "C"; include a space between the word "Cash" and the number "5"

The background of the slide features a solid light green color. Overlaid on this are several large, semi-transparent, darker green silhouettes of birds in flight. The birds are positioned diagonally across the frame, with their wings spread, creating a sense of movement and energy.

6.0 | PLAYERS CLUB

6.1 | PLAYERS CLUB LOGO

PRIMARY LOGO

The Players Club is an exclusive second chance opportunity for our players who register with the Oklahoma Lottery App. Players have unique opportunities to play and win more. The logo consists of a word-mark and arrows, which represent the second chances Players Club offers to our players.



Okie Nights

PMS – 282 U

RGB – 4, 30, 66

HEX – 041E42

CMKY – 100, 72, 0, 73

COLOR VARIATIONS



Bison Blue

PMS – 306 C

RGB – 0, 184, 222

HEX – 00B8DE

CMKY – 72, 0, 10, 0



Green Fields

PMS – 157-8 U

RGB – 146, 200, 62

HEX – 91C73D

CMKY – 48, 0, 100, 0



Windy White

RGB – 255, 255, 255

HEX – FFFFFFFF

CMKY – 0, 0, 0, 0



Black

RGB – 0, 0, 0

HEX – 000000

CMKY – 0, 0, 0, 100

6.2 | PLAYERS CLUB LOGO

SECONDARY LOGO

The secondary logo should only be used if there is a textured background, and for any other legibility purposes. The text and arrows should be filled with white, unless you are using the white version.



Okie Nights

PMS – 282 U

RGB – 4, 30, 66

HEX – 041E42

CMKY – 100, 72, 0, 73

COLOR VARIATIONS



Bison Blue

PMS – 306 C

RGB – 0, 184, 222

HEX – 00B8DE

CMKY – 72, 0, 10, 0



Green Fields

PMS – 157-8 U

RGB – 146, 200, 62

HEX – 91C73D

CMKY – 48, 0, 100, 0



Windy White w/ Okie Nights Fill

RGB – 255, 255, 255

HEX – FFFFFFFF

CMKY – 0, 0, 0, 0



Black

RGB – 0, 0, 0

HEX – 000000

CMKY – 0, 0, 0, 100